

Special Promotional Programs



Description

Special Promotional Programs are intended to advance the City's economy by promoting the City of San Diego as a visitor destination in the national and international marketplace. The Department also supports programs that increase hotel occupancy and attract industry resulting in the generation of Transient Occupancy Tax (TOT) and other revenue; develops, maintains, and enhances visitor-related facilities; and supports the City's cultural amenities and natural attractions.

Special Promotional Programs

Department Summary

Special Promotional Programs				
	FY 2008 BUDGET	FY 2009 BUDGET	FY 2010 FINAL	FY 2009-2010 CHANGE
Positions	7.00	10.00	9.00	(1.00)
Personnel Expense	\$ 736,856	\$ 1,059,932	\$ 912,280	\$ (147,652)
Non-Personnel Expense	\$ 76,816,992	\$ 89,029,911	\$ 79,565,092	\$ (9,464,819)
TOTAL	\$ 77,553,848	\$ 90,089,843	\$ 80,477,372	\$ (9,612,471)

Department Staffing

	FY 2008 BUDGET	FY 2009 BUDGET	FY 2010 FINAL
TRANSIENT OCCUPANCY TAX FUND			
Commission for Arts and Culture			
Administration	2.10	2.10	2.10
Allocations and Training	2.90	2.90	2.90
Public Art	2.00	2.00	1.00
Total	7.00	7.00	6.00
Special Events			
Special Events	0.00	3.00	3.00
Total	0.00	3.00	3.00
DEPARTMENT TOTAL	7.00	10.00	9.00

Department Expenditures

	FY 2008 BUDGET	FY 2009 BUDGET	FY 2010 FINAL
TRANSIENT OCCUPANCY TAX FUND			
Commission for Arts and Culture			
Administration	\$ 329,677	\$ 362,622	\$ 345,640
Allocations and Training	\$ 328,032	\$ 335,550	\$ 323,060
Commission for Arts and Culture	\$ 16,720	\$ -	\$ (4,487)
Public Art	\$ 234,969	\$ 241,314	\$ 165,744
Special Initiatives	\$ 6,369	\$ 6,369	\$ 6,369
Total	\$ 915,767	\$ 945,855	\$ 836,326
Arts, Culture, and Community Festivals			
Creative Communities San Diego	\$ 645,118	\$ 645,118	\$ 585,810
Organizational Support	\$ 6,449,183	\$ 6,449,183	\$ 6,508,491
Public Art Fund	\$ 30,000	\$ 30,000	\$ 30,000
Total	\$ 7,124,301	\$ 7,124,301	\$ 7,124,301

Special Promotional Programs

Department Expenditures

	FY 2008 BUDGET	FY 2009 BUDGET	FY 2010 FINAL
TRANSIENT OCCUPANCY TAX FUND			
Capital Improvements			
Capital Improvements	\$ 39,178,337	\$ 43,658,513	\$ 34,781,252
Total	\$ 39,178,337	\$ 43,658,513	\$ 34,781,252
Economic Development			
Citywide Economic Development	\$ 11,654,470	\$ 1,084,769	\$ 640,344
Economic Development and Tourism Support	\$ 718,187	\$ 718,187	\$ 718,450
Total	\$ 12,372,657	\$ 1,802,956	\$ 1,358,794
Major Events			
Major Events	\$ 38,462	\$ 21,014	\$ 30,000
Total	\$ 38,462	\$ 21,014	\$ 30,000
Safety & Maint. of Visitor-Related Fac.			
Safety and Maint of Visitor Facilities	\$ 17,924,324	\$ 35,891,353	\$ 35,779,385
Total	\$ 17,924,324	\$ 35,891,353	\$ 35,779,385
Special Events			
Special Events	\$ -	\$ 645,851	\$ 567,314
Total	\$ -	\$ 645,851	\$ 567,314
DEPARTMENT TOTAL	\$ 77,553,848	\$ 90,089,843	\$ 80,477,372

Significant Budget Adjustments

TRANSIENT OCCUPANCY TAX FUND

Commission for Arts and Culture	Positions	Cost	Revenue
Salary and Benefit Adjustments	0.00	\$ (37,159)	\$ 0
Adjustments to reflect the annualization of the Fiscal Year 2009 negotiated salary compensation schedule, changes to average salaries, retirement contributions, retiree health contributions, and labor negotiation adjustments.			
City Attorney Department Service Level Agreement	0.00	\$ 41,347	\$ 0
Adjustment for Service Level Agreement (SLA) with the City Attorney Department for legal services.			
Purchase Order Re-budget	0.00	\$ 25,000	\$ 0
Adjustment to reflect the re-budgeting of remaining balances in open purchase orders from Fiscal Years 2007 and 2008.			

Special Promotional Programs

Significant Budget Adjustments

TRANSIENT OCCUPANCY TAX FUND

Commission for Arts and Culture	Positions	Cost	Revenue
Non-Discretionary Adjustment Adjustments to expense allocations that are determined outside of the department's direct control. These adjustments are generally based on prior year expenditure trends and examples of these include utilities, insurance, and rent.	0.00 \$	3,937 \$	0
Equipment/Support for Information Technology Funding allocated according to a zero-based annual review of information technology funding requirements and priority analyses.	0.00 \$	(50,940) \$	0
Fiscal Year 2009 Budget Amendment Adjustments to personnel and non-personnel expenses, and revenue as a result of the Fiscal Year 2009 Budget Amendment. These adjustments are further discussed in Volume 1: Budget Overview and Schedules.	(1.00) \$	(91,714) \$	0
Capital Improvements	Positions	Cost	Revenue
Revised Revenue Adjustment to reflect Fiscal Year 2010 revenue projections.	0.00 \$	0 \$	(13,383,221)
PETCO Park Debt Service Relief from the Redevelopment Agency Adjustment to the Redevelopment Agency repayment which is applied to the PETCO Park bond debt service. In Fiscal Year 2010, the entire debt service payment for PETCO Park will be paid by the Redevelopment Agency.	0.00 \$	0 \$	3,820,750
Support for Capital Improvements Annual adjustment in support of debt service payments to Balboa Park/Mission Bay Park Improvements, Convention Center Complex, PETCO Park, and Trolley Extension Reserve.	0.00 \$	(2,951,143) \$	0
Convention Center Annual De-watering Costs Removal of a \$5.9 million transfer to the Convention Center Fund for a one-time sewer hook-up fee.	0.00 \$	(5,926,118) \$	0
Economic Development	Positions	Cost	Revenue
Adjustment to Economic Development Programs Adjustments in funding to Economic Development Programs based on Transient Occupancy Tax funding decisions.	0.00 \$	(444,162) \$	0
Major Events	Positions	Cost	Revenue
Allocation to the Major Events Revolving Fund Adjustment in the allocation to the Major Events Revolving Fund based on estimated Fiscal Year 2010 expenses.	0.00 \$	8,986 \$	0

Special Promotional Programs

Significant Budget Adjustments

TRANSIENT OCCUPANCY TAX FUND

Safety & Maint. of Visitor-Related Fac.	Positions	Cost	Revenue
Support for Safety and Maintenance of Visitor-Related Facilities	0.00 \$	2,660,005 \$	0
Adjustment for various programs and reimbursement to the General Fund for expenditures relating to the safety and maintenance of visitor-related activities or services that enhance or support tourism.			
Adjustments to Safety and Maintenance of Visitor-Related Facilities	0.00 \$	(2,771,973) \$	0
Includes an adjustment in the transfer of Transient Occupancy Tax (TOT) from Special Promotional Programs to the General Fund of \$2.7 million. This represents the City Council discretionary one-cent portion of TOT.			

Special Events	Positions	Cost	Revenue
Salary and Benefit Adjustments	0.00 \$	(19,363) \$	0
Adjustments to reflect the annualization of the Fiscal Year 2009 negotiated salary compensation schedule, changes to average salaries, retirement contributions, retiree health contributions, and labor negotiation adjustments.			
Non-Discretionary Adjustment	0.00 \$	5,187 \$	0
Adjustments to expense allocations that are determined outside of the department's direct control. These adjustments are generally based on prior year expenditure trends and examples of these include utilities, insurance, and rent.			
Revised Revenue	0.00 \$	0 \$	(50,000)
Adjustment to reflect Fiscal Year 2010 revenue projections.			
Non-Personnel Expense Savings	0.00 \$	(15,085) \$	0
Adjustment to non-personnel expense based on historic spending trends.			
Equipment/Support for Information Technology	0.00 \$	(49,276) \$	0
Funding allocated according to a zero-based annual review of information technology funding requirements and priority analyses.			

No.	ORGANIZATION/ PROGRAM	FY 2008 BUDGET	FY 2009 BUDGET	FY 2010 FINAL
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ARTS, CULTURE, AND COMMUNITY FESTIVALS

CREATIVE COMMUNITIES SAN DIEGO

1	Access/Semana Cultural Michoacana	\$ 1,004	\$ 1,646	\$ 1,630
2	Adams Avenue Business Association/Adams Avenue Street Fair	\$ 28,015	\$ 21,219	\$ 19,681
3	America's Finest City Dixieland Jazz Society/San Diego Dixieland Jazz Festival	\$ 15,389	\$ 18,673	\$ 17,319

Special Promotional Programs

No.	ORGANIZATION/ PROGRAM	FY 2008 BUDGET	FY 2009 BUDGET	FY 2010 FINAL
ARTS, CULTURE, AND COMMUNITY FESTIVALS				
CREATIVE COMMUNITIES SAN DIEGO				
4	Asian Story Theatre/Ring of Fire	\$ 4,344	\$ 4,392	\$ 4,075
5	Balboa Park Cultural Partnership	\$ -	\$ -	\$ 13,287
6	Black Story Tellers of San Diego/Talk dat Talk Storytelling Festival	\$ -	\$ 3,238	\$ -
7	Bon Temps Social Club of San Diego/Gator By the Sea	\$ 24,745	\$ 21,219	\$ 19,681
8	Cabrillo Festival, Inc./Annual Cabrillo Festival	\$ 3,303	\$ 3,953	\$ 3,047
9	Centre City Development Corporation/Downtown San Diego Multi-Cultural Festival	\$ 3,620	\$ 4,392	\$ 4,353
10	Christian Community Theatre/After School Theatre Classes & Productions for Youth	\$ -	\$ -	\$ 17,319
11	Coalition of Neighborhood Councils/Arts in Action	\$ 4,590	\$ -	\$ -
12	College Area Economic Development Corporation/Boulevard BOO! Parade & Carnival	\$ 3,318	\$ 3,953	\$ 6,622
13	Discover Pacific Beach/Pacific BeachFest	\$ 16,986	\$ 13,102	\$ -
14	Encanto Community Fund/Encanto Street Fair and Cultural Arts Festival	\$ 15,109	\$ 9,004	\$ -
15	Fire Fighters Advisory Council to the Burn Institute/Fire Expo	\$ 19,513	\$ 19,946	\$ -
16	Gaslamp Quarter Association/Fine Arts Festival	\$ 14,480	\$ 18,673	\$ 16,138
17	Hillcrest Business Improvement Association/City Fest	\$ 7,826	\$ 10,674	\$ 8,150
18	Historic Old Town Community Foundation/Fiesta Cinco de Mayo	\$ 28,015	\$ 15,473	\$ -
19	Jacobs Center/Market Creek Series	\$ 16,211	\$ 13,177	\$ 17,319
20	Justice Overcoming Boundaries (JOB)/Fiesta Del Sol	\$ 7,376	\$ 16,269	\$ 16,300
21	Kalusugan Community Services/Filipino Heritage Festival	\$ 4,992	\$ 7,390	\$ 7,944
22	Kiwanis Club of Tierrasanta/Tierrasanta Oktoberfest	\$ 1,869	\$ 1,690	\$ 2,379
23	Linda Vista Multi-Cultural Fair, Inc./Linda Vista Multi-Cultural Fair and Parade	\$ 6,261	\$ 4,457	\$ 5,631
24	Little Italy Association/Little Italy Fiesta	\$ 16,475	\$ 17,370	\$ 11,577
25	Los Bilingual Writers/Bilingual Literary Project	\$ 4,590	\$ 4,692	\$ 3,797
26	Mo' Olelo Performing Arts/My-Home Production of Play and Outreach Program	\$ 13,180	\$ -	\$ -
27	Moxie Theatre	\$ -	\$ -	\$ 1,959
28	New Americans Immigration Museum/Becoming American	\$ 4,085	\$ 2,865	\$ 4,353
29	North Park Main Street Association/North Park Spring Festival	\$ 9,226	\$ 6,569	\$ 6,094
30	Nu-Way BHILD/Heritage Day Festival	\$ 3,009	\$ -	\$ 2,926
31	Ocean Beach Main Street Association/Ocean Beach Street Fair & Chili Cook-Off Festival	\$ 10,887	\$ 10,220	\$ 11,125
32	Pacific Beach Community Development Corporation	\$ -	\$ -	\$ 11,577
33	Pacific Southwest Wildlife Arts, Inc./California Open Wildlife Festival	\$ 7,168	\$ 8,741	\$ 7,926
34	PGK Project	\$ -	\$ -	\$ 1,150
35	Pic Arts/Creative Arts Series at College Rolando Library	\$ -	\$ 2,560	\$ -
36	Point Loma Association/Point Loma Concert Series	\$ 6,277	\$ 6,446	\$ 6,011
37	Rancho Peñasquitos Town Council, Inc./Fiesta de los Peñasquitos	\$ 4,361	\$ 4,317	\$ 3,749
38	Rolando Community Council/Rolando Street Fair	\$ 2,013	\$ 1,683	\$ 1,805
39	Salvation Army/Joan B. Kroc Center/Kroc Kids Theatre	\$ 3,901	\$ 6,104	\$ 12,188
40	San Diego After School Strings Program/Gompers After School Strings Program	\$ 3,439	\$ 4,266	\$ 4,075
41	San Diego Armed Services YMCA/North San Diego Bay July Fourth	\$ 19,513	\$ 19,946	\$ 18,500
42	San Diego Asian Film Foundation/San Diego Asian Film Festival	\$ 12,670	\$ 17,470	\$ 19,681

Special Promotional Programs

No.	ORGANIZATION/ PROGRAM	FY 2008 BUDGET	FY 2009 BUDGET	FY 2010 FINAL
ARTS, CULTURE, AND COMMUNITY FESTIVALS				
CREATIVE COMMUNITIES SAN DIEGO				
43	San Diego Audubon Society	\$ -	\$ -	\$ 11,484
44	San Diego Chinese Center/Chinese New Year Food and Cultural Faire	\$ 6,506	\$ 7,742	\$ 5,909
45	San Diego City College Foundation/San Diego City College International Book Fair	\$ 4,590	\$ 7,487	\$ 8,104
46	San Diego Earthworks/EarthFair	\$ 16,393	\$ 13,880	\$ 14,639
47	San Diego Film Foundation/San Diego Film Festival	\$ 13,395	\$ 19,946	\$ 18,500
48	San Diego Fleet Week Foundation/San Diego Fleet Week	\$ 7,783	\$ -	\$ 11,086
49	San Diego North, Chamber of Commerce/RB Alive! 2008 Expo	\$ 4,859	\$ 2,723	\$ -
50	San Diego Performing Arts League	\$ -	\$ 17,399	\$ 13,926
51	San Diego Shakespeare Society/SD Student Shakespeare Festival	\$ 3,620	\$ 3,553	\$ 4,154
52	San Diego State University Foundation/Border Voices Poetry Project: Border Voices Poetry Fair	\$ 5,430	\$ 6,589	\$ -
53	San Diego Women Film Foundation	\$ -	\$ 4,692	\$ 4,608
54	San Diego Youth and Community Services/Celebrate Community Art	\$ 4,684	\$ 3,888	\$ -
55	Southern Sudanese Community Center of San Diego	\$ -	\$ -	\$ 5,787
56	Street of Dreams/Musicians for Education	\$ -	\$ -	\$ 3,482
57	Teye Sa Thiosanne African Drum and Dance Company/Children Having Children	\$ -	\$ 4,392	\$ -
58	Torrey Pines Kiwanis Foundation/La Jolla Festival of the Arts and Food Faire	\$ 10,098	\$ 7,038	\$ 6,529
59	Transcendance	\$ -	\$ -	\$ 4,075
60	Villa Musica	\$ -	\$ -	\$ 3,467
SUBTOTAL CREATIVE COMMUNITIES SAN DIEGO		\$ 425,118	\$ 425,118	\$ 425,118
ORGANIZATIONAL SUPPORT				
61	Actors Alliance of San Diego	\$ 10,971	\$ 10,566	\$ -
62	Aja	\$ 13,637	\$ 26,030	\$ 25,429
63	Athenaeum Music and Arts Library	\$ 106,578	\$ 96,108	\$ 101,657
64	California Ballet Association/Company	\$ 91,143	\$ 93,797	\$ 85,386
65	Camarada, Inc.	\$ 9,258	\$ 8,802	\$ 8,151
66	Center for World Music	\$ -	\$ 14,228	\$ 12,952
67	Centro Cultural de la Raza	\$ 25,618	\$ 15,536	\$ -
68	City Ballet, Inc.	\$ 54,517	\$ 51,832	\$ 49,900
69	Classics for Kids	\$ 27,848	\$ 30,571	\$ 33,748
70	Common Ground Theatre	\$ 5,657	\$ 12,751	\$ 6,543
71	Culture Shock Dance Troupe	\$ 16,910	\$ -	\$ -
72	Cygnnet Theater	\$ 34,704	\$ 54,949	\$ 59,593
73	Diversionsary Theatre	\$ 45,955	\$ 57,802	\$ 44,197
74	Eveoke Dance Theatre	\$ 39,958	\$ 31,315	\$ 33,154
75	Fern Street Community Arts, Inc.	\$ 28,377	\$ 17,890	\$ 16,770
76	Fritz Theatre	\$ -	\$ 2,589	\$ -
77	Gaslamp Quarter Historical Foundation	\$ 44,869	\$ 54,293	\$ -
78	Gay Men's Chorus of San Diego	\$ 13,258	\$ 13,888	\$ 13,946
79	Icarus Puppet Company	\$ 7,234	\$ -	\$ -

Special Promotional Programs

No.	ORGANIZATION/ PROGRAM	FY 2008 BUDGET	FY 2009 BUDGET	FY 2010 FINAL
ARTS, CULTURE, AND COMMUNITY FESTIVALS				
ORGANIZATIONAL SUPPORT				
80	Japanese Friendship Garden Society, San Diego	\$ 52,955	\$ 55,247	\$ 59,145
81	Jean Isaac's San Diego Dance Theater	\$ 29,417	\$ 26,543	\$ -
82	La Jolla Music Society	\$ 194,496	\$ 204,633	\$ 182,531
83	La Jolla Playhouse	\$ 388,187	\$ 389,871	\$ 376,700
84	La Jolla Symphony and Chorus	\$ 27,826	\$ 30,877	\$ 29,624
85	Lyric Opera San Diego	\$ 83,181	\$ 113,411	\$ 111,634
86	Mainly Mozart Festival, Inc.	\$ 114,079	\$ 95,422	\$ 92,155
87	Malashock Dance and Company	\$ 30,485	\$ 48,200	\$ 55,341
88	Maritime Museum Association of San Diego	\$ 249,667	\$ 224,584	\$ 251,015
89	Media Arts San Diego	\$ 52,638	\$ 52,905	\$ 52,569
90	Mingei International Museum	\$ 184,779	\$ 175,343	\$ 133,000
91	Mo'olelo Performing Arts	\$ -	\$ 17,892	\$ 21,236
92	Museum of Contemporary Arts, San Diego	\$ 315,102	\$ 318,506	\$ 374,187
93	Museum of Photographic Arts	\$ 124,600	\$ 120,584	\$ 112,350
94	New Children's Museum	\$ -	\$ -	\$ 117,928
95	New Works/Vantage Theatre	\$ 3,531	\$ 3,607	\$ 3,310
96	Old Globe Theatre	\$ 469,351	\$ 463,355	\$ 435,251
97	Patricia Rincon Dance Collective	\$ 32,220	\$ 27,013	\$ 29,294
98	Persian Cultural Center	\$ -	\$ 29,152	\$ 24,262
99	Playwrights Project	\$ 31,343	\$ 39,088	\$ 39,099
100	Reuben H. Fleet Space Theater and Science Center/San Diego Space and Science Foundation	\$ 297,335	\$ 297,185	\$ -
101	Samahan Filipino American Performing Arts and Education Center	\$ 10,406	\$ 9,541	\$ 8,003
102	San Diego Aerospace Museum, Inc.	\$ -	\$ 101,621	\$ 177,290
103	San Diego Archaeological Center	\$ 30,075	\$ 31,722	\$ 42,052
104	San Diego Art Institute	\$ 45,736	\$ 45,647	\$ 52,456
105	San Diego Automotive Museum	\$ 45,610	\$ -	\$ 53,159
106	San Diego Ballet	\$ 31,120	\$ 29,777	\$ 32,269
107	San Diego Center for Jewish Culture	\$ 103,977	\$ 115,876	\$ 107,672
108	San Diego Chamber Orchestra	\$ 87,691	\$ 69,819	\$ 72,328
109	San Diego Children's Choir	\$ 22,681	\$ 25,000	\$ 23,352
110	San Diego Chinese Historical Society and Museum	\$ 17,196	\$ 16,660	\$ 15,484
111	San Diego Civic Youth Ballet	\$ 18,095	\$ 17,824	\$ -
112	San Diego Dance Theater	\$ -	\$ -	\$ 27,911
113	San Diego Early Music Society	\$ 9,472	\$ 10,187	\$ 8,639
114	San Diego Guild of Puppetry	\$ 6,793	\$ 8,383	\$ 9,466
115	San Diego Historical Society	\$ 97,689	\$ 110,186	\$ 156,378
116	San Diego Junior Theatre	\$ 107,728	\$ 101,544	\$ 92,741
117	San Diego Master Chorale	\$ 19,685	\$ 14,444	\$ 14,240
118	San Diego Men's Chorus	\$ 11,136	\$ 12,855	\$ 12,865
119	San Diego Model Railroad Museum, Inc.	\$ 70,036	\$ 45,827	\$ 44,969
120	San Diego Museum Council	\$ 10,266	\$ 9,755	\$ 9,679

Special Promotional Programs

No.	ORGANIZATION/ PROGRAM	FY 2008 BUDGET	FY 2009 BUDGET	FY 2010 FINAL
ARTS, CULTURE, AND COMMUNITY FESTIVALS				
ORGANIZATIONAL SUPPORT				
121	San Diego Museum of Art	\$ 380,483	\$ 359,345	\$ 355,500
122	San Diego Museum of Man	\$ 165,488	\$ 160,216	\$ 128,363
123	San Diego Natural History Museum/San Diego Society of Natural History	\$ 400,932	\$ 409,734	\$ 432,916
124	San Diego New Music	\$ -	\$ -	\$ 506
125	San Diego Opera Association	\$ 462,172	\$ 451,733	\$ 416,106
126	San Diego Performing Arts League	\$ 50,364	\$ -	\$ -
127	San Diego Repertory Theatre	\$ 176,860	\$ 166,033	\$ 162,181
128	San Diego Space and Science Foundation	\$ -	\$ -	\$ 266,026
129	San Diego Symphony Orchestra Association, Inc.	\$ 458,774	\$ 447,265	\$ 406,163
130	San Diego Theatre, Inc.	\$ 7,581	\$ 10,201	\$ 12,237
131	San Diego Water Color Society	\$ 10,321	\$ 12,909	\$ 16,429
132	San Diego Women's Chorus	\$ 4,996	\$ 5,258	\$ -
133	San Diego Young Artists Music Academy, Inc.	\$ 14,740	\$ 15,437	\$ 14,435
134	San Diego Young Artists Symphony Orchestra	\$ 10,706	\$ 9,897	\$ 10,951
135	San Diego Youth Symphony and Conservatory	\$ 59,455	\$ 65,972	\$ 58,544
136	Save Our Heritage Organization	\$ 64,221	\$ 60,259	\$ 54,626
137	Sledgehammer Theatre	\$ 13,769	\$ 9,079	\$ -
138	Spreckels Organ Society	\$ 29,199	\$ 24,707	\$ 14,942
139	Sushi Visual and Performing Arts, Inc.	\$ 23,012	\$ 20,479	\$ 25,316
140	Veteran's Memorial Center/Veteran's Museum and Memorial Center	\$ 26,953	\$ 25,748	\$ 29,003
141	Westwind Brass	\$ 26,889	\$ 14,389	\$ 15,187
142	Women's History Museum and Educational Center	\$ 7,500	\$ 9,000	\$ 7,111
143	WorldBeat Center/African Market and Drum Festival	\$ 23,330	\$ 26,482	\$ 19,060
144	Young Audiences of San Diego	\$ 28,362	\$ 42,007	\$ 50,571
SUBTOTAL ORGANIZATIONAL SUPPORT		\$ 6,449,183	\$ 6,449,183	\$ 6,449,183
OTHER				
145	Arts, Culture, and Community Festivals Program Administration	\$ 915,767	\$ 945,855	\$ 836,326
146	Mayor/City Council Allocations	\$ 220,000	\$ 220,000	\$ 220,000
147	Public Art Fund	\$ 30,000	\$ 30,000	\$ 30,000
SUBTOTAL OTHER		\$ 1,165,767	\$ 1,195,855	\$ 1,086,326
TOTAL ARTS, CULTURE, AND COMMUNITY FESTIVALS		\$ 8,040,068	\$ 8,070,156	\$ 7,960,627

CAPITAL IMPROVEMENTS

CAPITAL IMPROVEMENTS				
148	Balboa Park/Mission Bay Park Improvements	\$ 6,949,448	\$ 6,955,219	\$ 5,468,428
149	Convention Center Complex	\$ 9,702,435	\$ 15,628,553	\$ 9,474,142
150	New Convention Facility	\$ 4,339,198	\$ 4,339,198	\$ 4,153,439
151	PETCO Park	\$ 14,107,374	\$ 12,727,447	\$ 14,743,165

Special Promotional Programs

No.	ORGANIZATION/ PROGRAM	FY 2008 BUDGET	FY 2009 BUDGET	FY 2010 FINAL
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CAPITAL IMPROVEMENTS

CAPITAL IMPROVEMENTS

152	Trolley Extension Reserve	\$ 4,079,882	\$ 4,008,096	\$ 942,078
SUBTOTAL CAPITAL IMPROVEMENTS		\$ 39,178,337	\$ 43,658,513	\$ 34,781,252
TOTAL CAPITAL IMPROVEMENTS		\$ 39,178,337	\$ 43,658,513	\$ 34,781,252

ECONOMIC DEVELOPMENT PROGRAMS

CITYWIDE ECONOMIC DEVELOPMENT

153	Accessible San Diego	\$ 65,039	\$ -	\$ -
154	California State Games	\$ 15,427	\$ -	\$ -
155	Elite Racing/Rock N Roll Marathon	\$ 19,519	\$ -	\$ -
156	San Diego Bowl Game Association/Pacific Life Holiday Bowl	\$ 391,137	\$ -	\$ -
157	San Diego Convention and Visitors Bureau	\$ 8,830,411	\$ -	\$ -
158	San Diego Crew Classic/Rowing Regatta	\$ 4,648	\$ -	\$ -
159	San Diego Film Commission	\$ 661,817	\$ -	\$ -
160	San Diego Hall of Champions	\$ 75,000	\$ -	\$ -
161	San Diego International Sports Council	\$ 145,800	\$ -	\$ -
162	San Diego North Convention and Visitors Bureau	\$ 380,903	\$ -	\$ -
163	San Diego Regional Economic Development Corporation	\$ 619,150	\$ 619,150	\$ 50,000
164	San Diego World Trade Center/Local Access to Global Markets	\$ 69,790	\$ 69,790	\$ -
SUBTOTAL CITYWIDE ECONOMIC DEVELOPMENT		\$ 11,278,641	\$ 688,940	\$ 50,000

ECONOMIC DEVELOPMENT AND TOURISM SUPPORT

165	Asian Business Association San Diego	\$ 33,654	\$ -	\$ -
166	Business Improvement District Council	\$ 41,750	\$ -	\$ -
167	Citizen Diplomacy Council of San Diego	\$ 39,658	\$ 42,586	\$ 54,000
168	City Heights Community Development Corporation	\$ 33,786	\$ 40,669	\$ 48,600
169	Food and Beverage Association of San Diego	\$ 23,433	\$ -	\$ -
170	Hostelling International-American Youth Hostels	\$ 50,466	\$ 46,102	\$ 54,000
171	International Rescue Committee	\$ 45,068	\$ 40,669	\$ -
172	Japan Society of San Diego and Tijuana	\$ 36,641	\$ 27,644	\$ 43,187
173	Lawrence Family Jewish Community Center	\$ -	\$ 46,102	\$ -
174	Mabuhay Alliance	\$ -	\$ 32,384	\$ 16,558
175	Old Town San Diego Chamber of Commerce	\$ 18,370	\$ 15,600	\$ 28,000
176	Otay Mesa Chamber of Commerce	\$ 45,068	\$ 46,102	\$ 47,700
177	Promote La Jolla, Inc.	\$ 37,575	\$ 30,000	\$ 45,000
178	San Diego County Hispanic Chamber of Commerce	\$ -	\$ 46,102	\$ -
179	San Diego East Visitors Bureau	\$ 40,623	\$ 44,439	\$ 52,555
180	South County Economic Development Council	\$ 39,671	\$ 40,669	\$ 54,000
181	Travelers Aid Society of San Diego	\$ 53,974	\$ 40,669	\$ 54,000

Special Promotional Programs

No.	ORGANIZATION/ PROGRAM	FY 2008 BUDGET	FY 2009 BUDGET	FY 2010 FINAL
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ECONOMIC DEVELOPMENT PROGRAMS

ECONOMIC DEVELOPMENT AND TOURISM SUPPORT

182	Union of Pan Asian Communities	\$ -	\$ -	\$ 42,400
SUBTOTAL ECONOMIC DEVELOPMENT AND TOURISM SUPPORT		\$ 539,737	\$ 539,737	\$ 540,000

OTHER

183	Business Expansion, Attraction and Retention (formerly City of San Diego/Economic Development)	\$ 375,829	\$ 395,829	\$ 590,344
184	Economic Development Program Administration (formerly Economic Development and Tourism Support Administration)	\$ 178,450	\$ 178,450	\$ 178,450
SUBTOTAL OTHER		\$ 554,279	\$ 574,279	\$ 768,794
TOTAL ECONOMIC DEVELOPMENT PROGRAMS		\$ 12,372,657	\$ 1,802,956	\$ 1,358,794

MAJOR EVENTS

MAJOR EVENTS

185	Major Events Revolving Fund	\$ 38,462	\$ 21,014	\$ 30,000
SUBTOTAL MAJOR EVENTS		\$ 38,462	\$ 21,014	\$ 30,000
TOTAL MAJOR EVENTS		\$ 38,462	\$ 21,014	\$ 30,000

SAFETY AND MAINTENANCE OF VISITOR-RELATED FACILITIES

SAFETY AND MAINTENANCE OF VISITOR-RELATED FACILITIES

186	Balboa Park Centennial	\$ 150,000	\$ 150,000	\$ 150,000
187	Discretionary Transient Occupancy Tax Support to General Fund	\$ 10,579,289	\$ 16,257,968	\$ 13,581,324
188	Horton Plaza Theatre Foundation	\$ 385,000	\$ 385,000	\$ 385,000
189	Mission Trails Regional Park Foundation, Inc.	\$ 36,450	\$ 36,450	\$ 36,450
190	QUALCOMM Stadium	\$ 6,445,000	\$ 10,852,504	\$ 11,821,670
191	Regional Park Safety Program	\$ 92,642	\$ 92,642	\$ 95,000
192	Transient Occupancy Tax (TOT) Payment Audit	\$ 69,109	\$ 391,356	\$ 391,356
193	Transient Occupancy Tax Administration and Promotional Activities	\$ 166,834	\$ 7,725,433	\$ 9,318,585
194	Special Events Department	\$ -	\$ 645,851	\$ 567,314
SUBTOTAL SAFETY AND MAINTENANCE OF VISITOR-RELATED FACILITIES		\$ 17,924,324	\$ 36,537,204	\$ 36,346,699
TOTAL SAFETY AND MAINTENANCE OF VISITOR-RELATED FACILITIES		\$ 17,924,324	\$ 36,537,204	\$ 36,346,699

SUMMARY

	FY 2008 BUDGET	FY 2009 BUDGET	FY 2010 FINAL
ARTS, CULTURE, AND COMMUNITY FESTIVALS	\$ 8,040,068	\$ 8,070,156	\$ 7,960,627
CAPITAL IMPROVEMENTS	\$ 39,178,337	\$ 43,658,513	\$ 34,781,252
ECONOMIC DEVELOPMENT PROGRAMS	\$ 12,372,657	\$ 1,802,956	\$ 1,358,794

Special Promotional Programs

SUMMARY	FY 2008 BUDGET	FY 2009 BUDGET	FY 2010 FINAL
MAJOR EVENTS	\$ 38,462	\$ 21,014	\$ 30,000
SAFETY AND MAINTENANCE OF VISITOR-RELATED FACILITIES	\$ 17,924,324	\$ 36,537,204	\$ 36,346,699
TOTAL SPECIAL PROMOTIONAL PROGRAMS BUDGET	\$ 77,553,848	\$ 90,089,843	\$ 80,477,372

Expenditures by Category

	FY 2008 BUDGET	FY 2009 BUDGET	FY 2010 FINAL
PERSONNEL			
Salaries & Wages	\$ 486,197	\$ 704,771	\$ 618,616
Fringe Benefits	\$ 250,659	\$ 355,161	\$ 293,664
SUBTOTAL PERSONNEL	\$ 736,856	\$ 1,059,932	\$ 912,280
NON-PERSONNEL			
Supplies & Services	\$ 76,753,076	\$ 88,703,843	\$ 79,333,599
Information Technology	\$ 58,193	\$ 315,811	\$ 220,338
Energy/Utilities	\$ 4,723	\$ 8,457	\$ 9,355
Equipment Outlay	\$ 1,000	\$ 1,800	\$ 1,800
SUBTOTAL NON-PERSONNEL	\$ 76,816,992	\$ 89,029,911	\$ 79,565,092
TOTAL	\$ 77,553,848	\$ 90,089,843	\$ 80,477,372

Salary Schedule

TRANSIENT OCCUPANCY TAX FUND

Commission for Arts and Culture

<i>Class</i>	<i>Position Title</i>	<i>FY 2009 Positions</i>	<i>FY 2010 Positions</i>	<i>Salary</i>	<i>Total</i>
1107	Administrative Aide II	1.00	1.00	\$ 48,896	\$ 48,896
1218	Assoc Management Analyst	2.00	1.00	\$ 61,687	\$ 61,687
1769	Public Art Program Administrator	2.00	2.00	\$ 77,584	\$ 155,168
1876	Executive Secretary	1.00	1.00	\$ 49,992	\$ 49,992
2268	Executive Director	1.00	1.00	\$ 94,564	\$ 94,564
	Furlough Savings	0.00	0.00	\$ -	\$ (4,014)
	Temporary Help	0.00	0.00	\$ -	\$ 781
	Total	7.00	6.00	\$	407,074

Special Events

<i>Class</i>	<i>Position Title</i>	<i>FY 2009 Positions</i>	<i>FY 2010 Positions</i>	<i>Salary</i>	<i>Total</i>
1776	Public Information Clerk	1.00	1.00	\$ 36,313	\$ 36,313
2270	Program Manager	2.00	2.00	\$ 86,473	\$ 172,946
	Furlough Savings	0.00	0.00	\$ -	\$ (908)

Special Promotional Programs

Salary Schedule

TRANSIENT OCCUPANCY TAX FUND

Special Events

<i>Class</i>	<i>Position Title</i>	<i>FY 2009 Positions</i>	<i>FY 2010 Positions</i>	<i>Salary</i>	<i>Total</i>
	Ex Perf Pay-Unclassified	0.00	0.00	\$ -	\$ 3,191
	Total	3.00	3.00	\$	211,542
Transient Occupancy Tax Fund Total		10.00	9.00	\$	618,616
SPECIAL PROMOTIONAL PROGRAMS		10.00	9.00	\$	618,616
TOTAL					

Special Promotional Programs

Revenue and Expense Statement (Non-General Fund)

TRANSIENT OCCUPANCY TAX FUND 10220

	FY 2008* BUDGET	FY 2009* BUDGET	FY 2010 FINAL
BEGINNING BALANCE AND RESERVE			
Prior Year Reserve for Encumbrances	\$ 4,641,193	\$ 5,120,323	\$ 6,757,278
TOTAL BALANCE	\$ 4,641,193	\$ 5,120,323	\$ 6,757,278
REVENUE			
Grants and Other Revenue	\$ 112,997	\$ 200,000	\$ 150,000
Redevelopment Agency Loan Repayment	\$ -	\$ 7,500,000	\$ 11,320,750
Transient Occupancy Tax	\$ 77,440,851	\$ 82,389,843	\$ 69,006,622
TOTAL REVENUE	\$ 77,553,848	\$ 90,089,843	\$ 80,477,372
TOTAL BALANCE AND REVENUE	\$ 82,195,041	\$ 95,210,166	\$ 87,234,650
OPERATING EXPENSE			
Operating Expense	\$ 21,213,651	\$ 19,269,844	\$ 19,665,812
Special Events Department (1)	\$ -	\$ -	\$ 567,314
Transfer to Balboa Park/Mission Bay Park Improvement	\$ 6,949,448	\$ 6,955,219	\$ 5,468,428
Transfer to Convention Center Complex Fund	\$ 9,702,435	\$ 15,628,553	\$ 9,474,142
Transfer to General Fund	\$ 10,648,398	\$ 16,257,968	\$ 13,581,324
Transfer to Major Events Revolving Fund	\$ 38,462	\$ 21,014	\$ 30,000
Transfer to New Convention Facility Fund	\$ 4,339,198	\$ 4,339,198	\$ 4,153,439
Transfer to PETCO Park Fund	\$ 14,107,374	\$ 12,727,447	\$ 14,743,165 (2)
Transfer to Public Art Fund	\$ 30,000	\$ 30,000	\$ 30,000
Transfer to QUALCOMM Stadium	\$ 6,445,000	\$ 10,852,504	\$ 11,821,670
Transfer to Trolley Extension Reserve Fund	\$ 4,079,882	\$ 4,008,096	\$ 942,078
TOTAL OPERATING EXPENSE	\$ 77,553,848	\$ 90,089,843	\$ 80,477,372
TOTAL EXPENSE	\$ 77,553,848	\$ 90,089,843	\$ 80,477,372
RESERVE			
Reserve	\$ 4,641,193	\$ 5,120,323	\$ 6,757,278
TOTAL RESERVE	\$ 4,641,193	\$ 5,120,323	\$ 6,757,278
BALANCE	\$ -	\$ -	\$ -
TOTAL EXPENSE, RESERVE, AND BALANCE	\$ 82,195,041	\$ 95,210,166	\$ 87,234,650

* The Fiscal Years 2008 and 2009 columns reflect final budget amounts from the Fiscal Year 2008 and 2009 Annual Budgets. As such, balances and reserves do not reflect carryover from the previous fiscal year.

(1) In Fiscal Year 2009, the Special Events Department was included in the Operating Expense total.

(2) The transfer to the PETCO Park Fund includes \$11.3 million in funding from the Redevelopment Agency loan repayment.

